SYSTEM AND METHOD FOR UNPROMPTED, CONTEXT-SENSITIVE QUERYING DURING A TELEVISON BROADCAST

ABSTRACT OF THE DISCLOSURE

5   A user initiates an unprompted, context-sensitive request for supplemental content related to a television broadcast being displayed by an interactive television system.   The information request includes an identification of the interactive television system and contextual information pertaining to the television program being viewed.   The content source searches for supplemental

10   content based upon the contextual information. If no supplemental content is found, a global information network, such as the Internet, is searched. The supplemental content is from the content source or the global information network to the interactive television system for display to the user.